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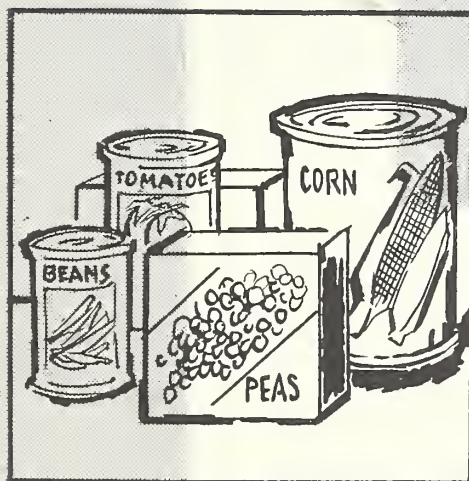
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ACREAGE-MARKETING GUIDES

FEBRUARY 1961

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**VEGETABLES FOR
COMMERCIAL
PROCESSING**

Agricultural Marketing Service AMG-19
UNITED STATES DEPARTMENT OF AGRICULTURE
Washington, D.C.

FOREWORD

The acreage-marketing guides program is essentially a marketing advisory service. The guides provide the latest information available concerning the current and potential market for each major commercial vegetable crop and the acreage needed to produce a supply in balance with market requirements.

The guides are prepared by specialists who follow the markets for the various commodities closely throughout the year. All factors affecting the supply and demand for vegetables are given full consideration. On the basis of this continuous study of the market, specific acreage recommendations are prepared for each vegetable. The recommendation for each commodity is presented in terms of a percentage change from the acreage and production in preceding years, so as to permit application of this percentage change to each operation. The recommendations are reviewed before publication by representatives of various agencies in the Department with particular interest in the vegetable industry.

The vegetable industry is provided not only with the Department's recommendations, but also with the latest information upon which the recommendations are based. The information is presented to the industry in sufficient time for individuals to consider the facts as they develop their plans for the forthcoming season. The fundamental concept behind the guides program is that, given the best information possible, individual operators will make intelligent decisions for their and the industry's best interest. Compliance with the guides is voluntary. When acreage has been kept within the levels recommended by the Department, few marketing difficulties have been encountered.

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1961 Acreage-Marketing Guides

Vegetables for Commercial Processing

Vegetables for processing are grown to a large extent on acreage contracted well in advance of planting time. Contracting has been a characteristic of the vegetable processing industry for many years and about 90 percent of the vegetables produced for canning and freezing are grown by or under contract to processors. The contracting system is a stabilizing factor in the industry and is beneficial to farmers and processors alike. With a contract a farmer is reasonably assured of a market for his crop at a predetermined price. At the same time the processor is usually assured of an adequate volume of raw material, at a predetermined price, to fulfill his pack requirements. But effective operation of the contracting procedure on an equitable basis requires that both grower and processor be thoroughly acquainted with the economic forces affecting the industry.

The basic decision regarding the acreage required is made by the processor. He must translate prospective markets for his finished products into acreage and production levels. As he estimates potential market demands, the processor must consider carefully all factors affecting the production and marketing of his commodities. Similarly, the grower must be informed of current and prospective markets for the various commodities in order to bargain with processors on a realistic basis. The acreage-marketing guides program is designed to provide the basic information for each vegetable and the adjustments needed to balance supplies with market requirements.

I. HIGHLIGHTS OF 1960

Acreage-marketing guides are prepared each year for 9 major vegetables used for commercial canning and freezing. The commodities included are lima beans, snap beans, beets, cabbage for kraut, sweet corn, cucumbers for pickles, green peas, spinach and tomatoes. Total production of these 9 vegetables in 1960 was 6 percent more than in 1959 and only slightly below the record high production in 1956. Canning crops of lima beans, snap beans and tomatoes, as well as cabbage for kraut, registered significant increases in 1960 compared with 1959. Sweet corn and green pea crops for canning were down moderately because of less acreage and lower yields. All vegetables for freezing except peas showed sharp gains. Prices received by growers generally were a little higher than in 1959 but were below the 1949-58 average.

The western states again were the leading source of supply, accounting for 44 percent of the total U. S. production. Western volume was up about 8 percent from 1959, mostly because of more tomatoes and lima beans in California and larger crops of sweet corn and green peas for freezing in the Northwest. Production in the midwestern states was slightly below a year earlier, reflecting cutbacks in green peas and sweet corn for canning. The eastern states increased total production of processing vegetables nearly a fifth over 1959 with larger crops of snap beans, cabbage for kraut, sweet corn and tomatoes.

Growing conditions during the 1960 season were not as favorable as in 1959. Weather during the spring was unusually cold and wet in many of the major areas. Planting was late and crops were behind schedule until well into the early summer months. Peas for freezing in the Northwest were particularly hard hit by adverse weather and final yields were very low. There was gradual improvement as the season progressed and yields for most other items were average or better. For cucumbers and tomatoes, yields reached record high levels. The introduction of new varieties and the use of improved production techniques has resulted in a marked advance over the past decade in yields of commercial vegetables. This upward trend is likely to continue.

Total supplies of canned and frozen vegetables were heavy at the start of the 1959-60 marketing season with canned snap beans, sweet corn and green peas in particular being excessive. During the first half of the season market demand was only moderate and shipments tended to lag. Then at mid-season many fresh vegetable crops were severely damaged and a significant shift of consumers' purchases to processed vegetables occurred. A general delay of spring crop harvests provided an additional stimulant. Sales of canned and frozen vegetables during the last half of the 1959-60 marketing season were unusually large. For the entire season, movement of the major canned and frozen vegetables in the aggregate was record high. Carryovers into the 1960 packing season generally were moderate.

The supply situation for the 1960-61 season is one of near balance. Stocks generally are slightly below last season but adequate to meet all consumer needs. Movement during the first half of the season has continued at a rapid rate and prices have been moderately above a year earlier. It is likely the rate of movement will continue at a high level. But with normal conditions in the areas of winter and spring fresh vegetable production, competition in the market is expected to be much stronger during the first half of 1961 than during the same period in 1960. While the total seasonal movement may be less than in 1959-60, carryovers of most commodities into the 1961 packing season probably will be moderate.

II. SUMMARY OF RECOMMENDATIONS FOR 1961

The aggregate acreage guide for eight vegetables for commercial processing in 1961 is a planted acreage 4 percent more than in 1960. (The guide for cabbage for kraut is included in the recommendation for early fall cabbage, fresh market and processing. Five percent less acreage is recommended for the combined cabbage crop). If production in 1961 is in line with the guide recommendations, supplies of processed vegetables for the 1961-62 season would be about equal to those available for the current season.

Commodity	: Percentage Change in 1961 Planted
	: Acreage Compared With 1960 (percent)
Beans, Lima (For Canning)	No change
(For Freezing)	No change
Beans, Snap (For Canning)	Minus 5
(For Freezing)	Minus 10
Beets	Plus 10
Cabbage for Kraut	<u>1/</u>
Corn, Sweet (For Canning)	Plus 8
(For Freezing)	Minus 5
Cucumbers for Pickles	No change
Peas, Green (For Canning)	Plus 10
(For Freezing)	Plus 10
Spinach	Minus 5
Tomatoes	Plus 5

1/ See individual commodity statement.

III. DEMAND FOR VEGETABLES IN THE LAST HALF OF 1961

Total demand for processed vegetables is likely to be at a high level during the 1961-62 marketing season. Indications are that economic activity will pick up later in 1961. Consumers' demands for food will continue strong and expenditures should increase. The upward trend in per capita consumption of processed vegetables, in conjunction with population gains, should result in a higher level of total requirements as compared with the 1960-61 season. Prices for individual items will, however, depend largely upon the supply relative to market needs.

Economic activity in the last half of 1960 slackened from the record high level attained in the spring of 1960. At the year's end, there was a rough balance of the forces making for economic expansion and those for decline. This balance may persist for some months but as the year progresses there should be some renewal of expansion.

Largely responsible for the decline in the economy were developments in the private investment sector. Inventories were accumulated at a rapid rate in

the first half of 1960, reflecting partly a rebuilding of stocks of steel and steel products depleted during the 1959 steel strike. However, the rate of build-up reflected an excessive rate of accumulation in relation to final demand, and business reduced its demand for goods in order to work down inventories.

Complementing the inventory changeover in 1960 was a slowdown in construction. Outlays for residential construction have trended downward since early 1959, substantially due to a tight mortgage credit situation. Further reductions in 1960 were relatively small but expenditures at year-end were still below a year earlier. With investment in inventories and construction lagging, the flow of income to consumers tapered off as weakness in these sectors was reflected in declines in industrial production and the rate of employment. Nevertheless, personal income in the last quarter of 1960 was record high.

As 1961 progresses, prospective increases in Government expenditures, consumer buying, and residential construction should more than counterbalance some decline in business investment in new plant and equipment.

In the Government sector, a significant step up is in prospect for outlays for national defense. Expenditures by State and local governments will rise because of higher construction outlays for highways and other facilities and increased compensation for employees.

Outlays for new private construction should rise from the 1960 level as purchase terms have been made easier and mortgage funds have become more readily available. Current high vacancy rates, however, will tend to hold down somewhat new starts of single and multi-units. Consumer expenditures for soft goods and services should increase, particularly for food. The growth in population of about 3 million persons a year provides a tremendous boost to requirements for nondurable goods. The outlook for durable goods is not altogether bright. But with the current savings rate unusually high, the pause in consumer buying is likely to give way to enlarged spending.

The outlook for business investment in new plant and equipment is less optimistic, but the expected pickup in consumer expenditures should start being reflected in producers' investment decisions later in 1961.

IV. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

Production Materials: Farm machinery, trucks, repair parts and fuels should continue in plentiful supply. Supplies of fertilizer will be adequate. However, the need for the variety of materials demanded in an industry growing in complexity may create local shortages of specialized forms. Ample supplies of established kinds of insecticides, fungicides, and weed killers will be available. Newer materials, often developed for special purposes, may be in limited supply.

Indications are that the supply of all types of containers and protective wrapping materials for harvesting, transporting, and marketing the 1961

vegetable crop will be adequate. There is ample inventory and production capacity in the container industries to meet all requirements.

Manpower: Farm manpower in 1961 will be influenced by these characteristics: (1) an adequate over-all supply; (2) mechanization developments will increase in more crops, either on an experimental or operational basis, which in turn will decrease worker needs and alter the migratory farm worker pattern; (3) gradually increasing wage rates of farm workers; (4) demands from a variety of sources to improve the working and living conditions of farm workers; and (5) an intensified effort of the State Employment Services to maximize the use of available domestic farm workers. Qualified year-round farm workers continue in short supply in most States.

V. SURPLUS REMOVAL

It is the policy of the U. S. Department of Agriculture to limit surplus removal assistance for vegetables to those areas where there has been substantial compliance with the Department's acreage-marketing guides. However, compliance with the guide program does not commit the Department to provide assistance for any commodity or area. By providing the available marketing information, the Department attempts to aid the industry in bringing supplies in balance with market requirements and avoid marketing difficulties. Before planting time, growers and processors should take measures to evaluate carefully their potential outlets.

VI. FOREIGN TRADE

Exports of canned vegetables during the 1959-60 marketing season totaled slightly more than in 1958-59. A substantial gain in the movement of snap beans plus modest increases in sweet corn, tomatoes and tomato paste offset declines in all other items.

Foreign outlets for processed vegetables are limited mostly to Canada and a few Latin American countries. The total volume moving to foreign countries is relatively small. In most years foreign trade accounts for less than 3 percent of the total seasonal disappearance. Prospects for expansion are limited.

U. S. Exports of Canned Vegetables by Crop Years

Commodity	1954	1955	1956	1957	1958	1959
	<u>1,000 cases 24/2's</u>					
Asparagus	557	953	1,042	1,261	1,632	1,230
Beans, Stringless	103	108	610	106	90	701
Corn, Sweet	255	177	355	310	192	207
Peas	400	<u>1/</u> 184	<u>2/</u> 417	285	335	265
Tomatoes	314	278	788	217	273	369
Tomato Juice	1,240	1,372	1,970	1,759	1,220	920
Tomato Paste and Puree	694	380	928	939	584	728
Total	3,563	3,452	6,110	4,877	4,326	4,420

1/ Seven months, N.S.C. January - June 1956.

2/ Eleven months, N.S.C. June 1956.

Census Bureau, U. S. Department of Commerce.

Commercial Vegetables for Processing: 1961 Acreage Guides with Comparisons

		Planted Acreage										Percent Planted Acreage Guide									
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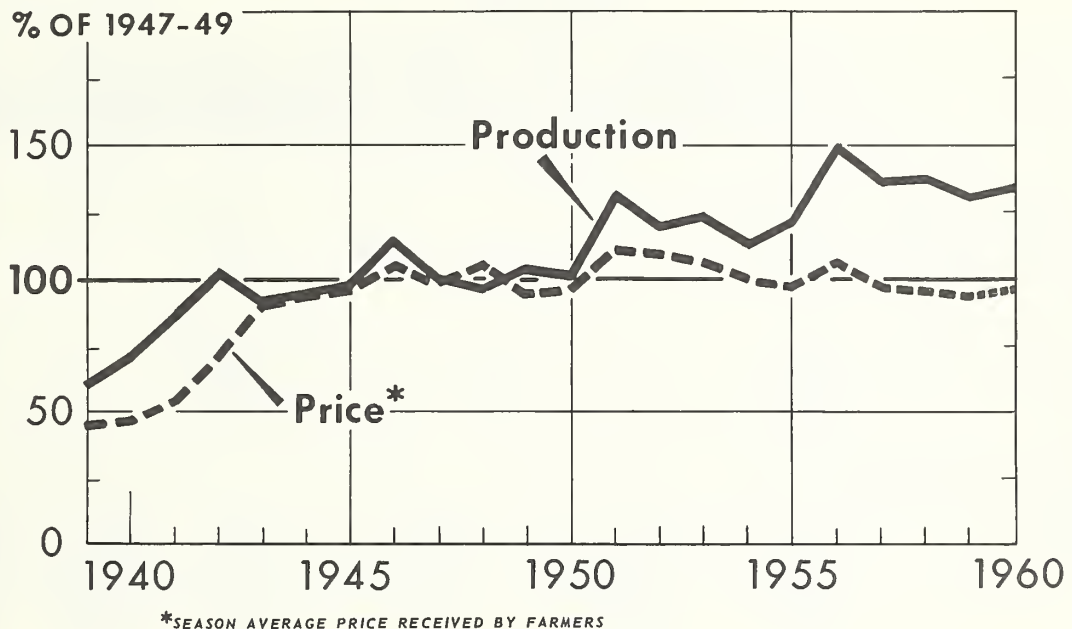
Commercial Vegetables for Processing: 1961 Probable Production with Comparisons

Commodity	PRODUCTION					: Probable Production from Acreage				
	1961	1960	1959	1958	1957	Guide as Percent of:				
	Guide	Prel.	1959	1958	1957	Prel.	1959	1958	1957	
	----- 1,000 tons -----					----- percent -----				
Beans, Lima										
For Canning	26.4	28.5	24.6	23.4	24.9	93	107	113	106	
For Freezing	70.7	74.1	58.0	65.4	67.8	95	122	108	104	
Total	97.1	102.6	82.6	88.8	92.7	95	118	109	105	
Beans, Snap										
For Canning	280.2	297.8	280.6	267.4	276.5	94	100	105	101	
For Freezing	103.4	112.6	88.4	97.1	84.8	92	117	106	122	
Total	383.6	410.4	369.0	364.5	361.3	93	104	105	106	
Beets	153.6	137.7	143.2	153.2	163.6	112	107	100	94	
Cabbage for Kraut 2/										
Corn, Sweet										
For Canning	1,289.8	1,109.3	1,340.4	1,094.9	1,278.3	116	96	118	101	
For Freezing	278.8	281.2	241.8	235.0	246.2	99	115	119	113	
Total	1,568.6	1,390.5	1,582.2	1,329.9	1,524.5	113	99	118	103	
Cucumbers for Pickles	319.6	340.4	339.0	356.8	369.8	94	94	90	86	
Peas, Green										
For Canning	307.4	282.8	302.7	348.3	398.1	109	102	88	77	
For Freezing	180.5	152.8	170.5	137.5	159.6	118	106	131	113	
Total	487.9	435.6	473.2	485.8	557.7	112	103	100	87	
Spinach	128.3	145.8	147.7	121.7	139.9	88	87	105	92	
Tomatoes	3,676.2	4,013.5	3,508.8	4,287.4	3,314.5	92	105	86	111	
Total	6,814.9	6,976.5	6,645.7	7,188.1	6,524.0	98	103	95	104	

1/ Computed: Acreage guides for 1961 times average yield.

2/ Included in total early fall crop (fresh market and kraut combined).

VEGETABLES FOR COMMERCIAL PROCESSING



*SEASON AVERAGE PRICE RECEIVED BY FARMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1988-60 (1) AGRICULTURAL MARKETING SERVICE

Production of vegetables for commercial processing in 1960 was 138 percent of the 1947-49 base compared with 131 percent in 1959. By commodity, substantial increases occurred for lima beans, snap beans, sweet corn for freezing and tomatoes. Only partially offsetting were smaller crops of beets, sweet corn for canning and green peas. Prices received by growers generally were a little higher than in 1959 but were below average. In the aggregate prices in 1960 averaged 98 percent of the 1947-49 base period compared with 94 percent in 1959.

1961 Acreage-Marketing Guides
Vegetables for Commercial Processing

Lima Beans

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)
<u>1961 Planted Acreage Guide and Probable Production</u>					
Canning (acreage equal to 1960)	31.6	<u>1/</u> .86	26.4		
Freezing (acreage equal to 1960)	63.6	<u>1/</u> 1.17	70.7		
Total	95.2		97.1		
<u>Background Statistics</u>					
<u>Canning</u>					
1960 Prel.	31.6	31.1	.92	28.5	140.90 4,012
1959	31.7	28.5	.86	24.6	114.30 2,814
1958	30.1	29.2	.80	23.4	126.80 2,973
1957	30.1	29.1	.85	24.9	129.90 3,230
1956	36.3	35.1	.91	32.0	145.30 4,652
<u>Freezing</u>					
1960 Prel.	63.6	60.7	1.22	74.1	149.30 11,058
1959	53.4	49.2	1.18	58.0	141.40 8,204
1958	59.1	52.5	1.24	65.4	145.90 9,537
1957	65.3	61.5	1.10	67.8	146.20 9,907
1956	69.7	65.3	1.16	76.0	152.20 11,565
<u>Total</u>					
1960 Prel.	95.2	91.8	1.12	102.6	147.00 15,070
1959	85.1	77.7	1.06	82.6	133.30 11,018
1958	89.2	81.7	1.09	88.8	140.90 12,510
1957	95.4	90.6	1.02	92.7	141.80 13,137
1956	106.0	100.4	1.08	108.0	150.10 16,217
<u>1/ 1956-59 average yield.</u>					

Comparisons and Comments: With carryover stocks of both canned and frozen lima beans at relatively low levels, acreage for processing was increased 12 percent in 1960. Over half of this rise took place in California; smaller increases were made in most other producing states. Yields in California and the Midwest were moderately below the high levels of 1959; but the average yield for the seasonal group was record high. The total crop for processing was 24 percent larger than in 1959 and 8 percent above the 1949-58 average. Production for canning was up 16 percent while the crop for freezing was 28 percent larger

than in 1959. Prices received by growers for both canning and freezing were moderately above 1959.

Canned Lima Beans

Although slightly larger than a year earlier, the total supply of canned lima beans was relatively light at the beginning of the 1959-60 marketing season. A reasonably stable market prevailed and stock movement exceeded the rate of the preceding year. Total disappearance amounted to 3.5 million cases (basis 24/303's) compared with 3.2 million during the 1958-59 season. This larger movement rate cut deeply into total supply, and carryover into the 1960-61 season was only .9 million cases, (basis 24/303's), smallest since 1953-54.

Increases in all major canning areas contributed to a total 1960 pack of 3.8 million cases, (basis 24/303's), 15 percent above 1959 and largest since the 1956-57 season. Combined with the light carryover, the pack resulted in a total supply of 4.7 million cases (basis 24/303's) for 1960-61. This supply was moderately larger than in the 2 preceding years but substantially under the heavy levels of the mid-1950's. It is probable that the disappearance during the 1960-61 season will about equal the level of 1959-60. With such a rate of movement, carryover in 1961 will be moderately larger than in 1960. Considering the larger carryover, some reduction from 1960 in the size of the 1961 pack would provide ample supplies for the 1961-62 marketing season.

1961 Guide (Canned Lima Beans): The 1961 guide is a planted acreage equal to 1960. Such an acreage, with a normal abandonment of 3 percent and a 1956-59 average yield will result in a production 7 percent smaller than in 1960.

Frozen Lima Beans

Supplies of frozen lima beans during the 1959-60 season were the smallest in the last 7 years. Although prices were moderately above average during much of the season, the rate of movement was relatively high. Total disappearance was second only to the 1956-57 season when a record total supply existed. As a result of the heavy disappearance, carryover into the 1960 packing season was 18.8 million pounds, 51 percent less than the preceding year and smallest since 1948.

The total United States frozen lima bean pack for 1960 will not be announced until later in 1961. However, on the basis of published acreage and production estimates and stocks information, it is estimated that the 1960 frozen pack was 22 percent above 1959. The unusually small carryover was more than offset by the relatively large pack. In total, supplies for the 1960-61 marketing season are probably somewhat larger than the supplies of the preceding season but moderately smaller than the average of recent years. The movement during the 1960-61 season is likely to be large and the carryover into the 1961 packing season is not expected to be excessive. An acreage about equal to 1960 should result in a total supply in line with market requirements.

1961 Guide (Frozen Lima Beans): The 1961 guide is a planted acreage equal to 1960. Such an acreage with a normal abandonment of 5 percent and a 1956-59 average yield will result in a production 5 percent smaller than in 1960.

Supply and Disappearance of Processed Lima Beans

Commodity	Marketing Season				
	: 1956-57	: 1957-58	: 1958-59	: 1959-60	: 1960-61
<u>Canned Lima Beans</u>		<u>Million cases basis 24/303's</u>			
Carryover	1.7	1.9	1.3	1.1	.9
Pack	4.1	3.1	3.0	3.3	3.8
Total Supply	5.8	5.0	4.3	4.4	4.7
Disappearance	3.9	3.7	3.2	3.5	N.A.
Carryover	1.9	1.3	1.1	.9	N.A.
<u>Frozen Lima Beans</u>		<u>Million pounds</u>			
Carryover	33.4	39.1	41.6	38.5	18.8
Pack	143.5	131.4	125.9	114.0	N.A.
Total Supply	176.9	170.5	167.5	152.5	N.A.
Disappearance	137.8	128.9	129.0	133.7	N.A.
Carryover	39.1	41.6	38.5	18.8	N.A.

N.A. - Not available.

Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau, U. S. Department of Commerce. Frozen carryover from "Cold Storage Report," AMS, USDA. Frozen pack from National Association of Frozen Food Packers.

1961 Acreage-Marketing Guides
Vegetables for Commercial Processing

Snap Beans

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: Production: (1,000 tons)	: Price : (\$ per (\$1,000 ton)	: Value
	(1,000 acres)	(tons)	(1,000 tons)		

1961 Planted Acreage Guide
and Probable Production

Canning (acreage 5 percent less than in 1960)	128.3	<u>1/</u> 2.30	280.2		
Freezing (acreage 10 percent less than 1960)	42.2	<u>1/</u> 2.58	103.4		
Total	170.5		383.6		

Background Statistics

Canning

1960 Prel.	135.0	130.5	2.28	297.8	103.80	30,902
1959	137.0	128.9	2.20	280.6	102.70	28,809
1958	124.7	118.1	2.26	267.4	106.70	28,543
1957	124.9	120.2	2.30	276.5	114.50	31,671
1956	112.8	105.8	2.42	255.6	116.40	29,753

Freezing

1960 Prel.	46.9	45.7	2.47	112.6	126.30	14,219
1959	38.5	36.7	2.41	88.4	121.30	10,722
1958	37.0	35.1	2.77	97.1	120.80	11,730
1957	34.9	33.2	2.55	84.8	124.90	10,589
1956	33.6	32.0	2.59	83.0	126.90	10,529

Total

1960 Prel.	181.9	176.2	2.33	410.4	109.90	45,121
1959	175.5	165.6	2.23	369.0	107.10	39,531
1958	161.7	153.2	2.38	364.5	110.50	40,273
1957	159.8	153.4	2.36	361.3	117.00	42,260
1956	146.4	137.8	2.46	338.6	119.00	40,282

1/ 1956-59 average yield.

Comparisons and Comments: The utilization of processed snap beans has increased steadily in recent years. While supplies each year have tended to be large, markets have held up fairly well. A favorable marketing climate during the 1959-60 season led processors to plan an additional expansion in 1960. Freezers as a group increased acreage more than a fifth from 1959. But canners were beset by unfavorable weather at planting time and acreage was down slightly from 1959. In total, the acreage planted for processing was 4 percent more than in 1959.

Much of the crop in the northern part of the country was planted late because of cool, wet weather. Adverse conditions continued into the early summer months. There was some improvement later in the season and average yields on both canning and freezing acreage were above the low levels of 1959. However, yields were significantly below average. Production for canning was up 6 percent from 1959. Production for freezing was up 27 percent. Both crops were record large and abundant supplies of canned and frozen snap beans are available for the 1960-61 marketing season.

Canned Snap Beans

The disappearance of canned snap beans has displayed a steady growth pattern over the past decade. In 1949-50 total disappearance amounted to 21.4 million cases, basis 24/303's. By 1958-59 the annual movement had increased to slightly over 31 million cases. There was an unusually large gain in 1959-60. But this was in part a reflection of less competition from freeze-damaged fresh crops and moderate supplies of most other processed commodities.

Because of the high rate of disappearance, the carryover into the 1960 packing season was down to moderate levels. However, the pack amounted to 33.1 million cases (basis 24/303's) and more than offset the reduced carryover; total supplies for the 1960-61 season were equal to those in 1959-60. Through the first half of the current season movement has been fairly heavy and markets have been stable. Total disappearance for the 1960-61 season will be large but may not reach the record level of 1959-60 because of more competition from heavier supplies of fresh and frozen snap beans. The carryover into the 1961 packing season is likely to be larger than in 1960. A slightly smaller pack in 1961 would maintain total supply at a high level for 1961-62 marketing.

1961 Guide: The 1961 guide is a planted acreage 5 percent less than in 1960. Such an acreage, with normal abandonment of 5 percent and a 1956-59 average yield, will result in a production 6 percent less than in 1960.

Frozen Snap Beans

Supplies of frozen snap beans available for the 1959-60 marketing season were record large. But consumer demand was unusually strong and disappearance reached a new high. Carryover into the 1960 packing season was moderate. The 1960 pack of frozen snap beans has not yet been announced but indications are that it was record large. Frozen supplies for the 1960-61 marketing season are heavy. Holdings on December 31, 1960 amounted to 107.7 million pounds. This compares with 93.8 million pounds a year earlier. Movement has held at a high rate and it is likely the disappearance for the season will approach that in 1959-60. Even with such a large disappearance, the carryover into the 1961 packing season is likely to be above desirable levels. It will be necessary to reduce the 1961 pack from that in 1960 if total 1961-62 season supplies are to approach a balance with normal market and inventory requirements.

1961 Guide (Freezing): The 1961 guide is a planted acreage 10 percent less than in 1960. Such an acreage, with a normal abandonment of 5 percent and

a 1955-59 average yield, will result in a production 8 percent less than in 1960.

Supply and Disappearance of Processed Snap Beans

Commodity	Marketing Season				
	: 1956-57	: 1957-58	: 1958-59	: 1959-60	: 1960-61

Million cases basis 24/303's

Canned Snap Beans

Carryover	9.1	8.2	9.0	10.0	7.7
Pack	29.3	31.9	32.2	30.9	33.2
Total Supply	38.4	40.1	41.2	40.9	40.9
Disappearance	30.2	31.1	31.2	33.2	N.A.
Carryover	8.2	9.0	10.0	7.7	N.A.

Million pounds

Frozen Snap Beans

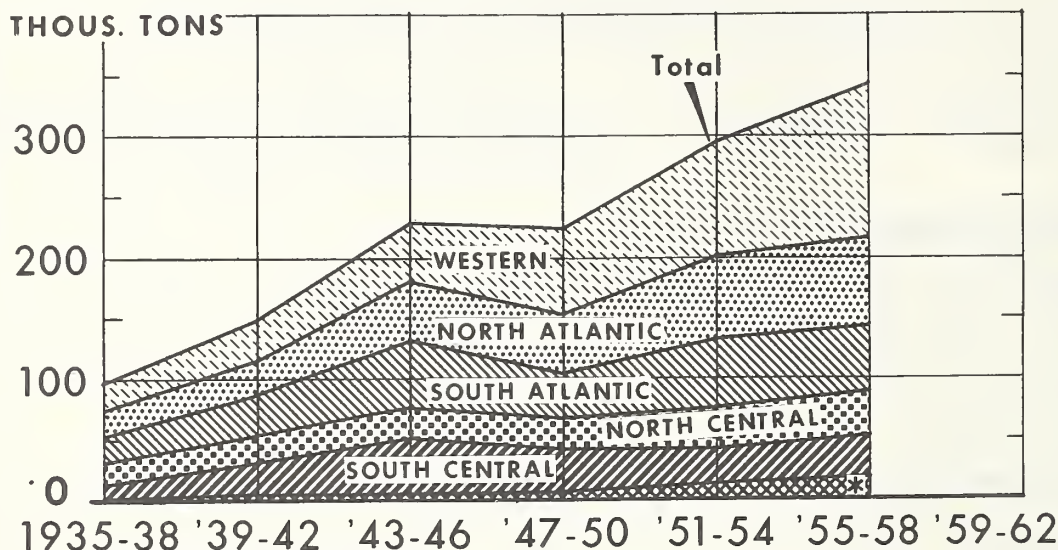
Carryover	25.6	29.8	24.6	35.3	27.1
Pack	137.7	134.3	156.0	149.0	N.A.
Total Supply	163.3	164.1	180.6	184.3	N.A.
Disappearance	133.5	139.5	145.3	157.2	N.A.
Carryover	29.8	24.6	35.3	27.1	N.A.

N.A. - Not available.

Canned pack and canners' carryover data from National Cannery Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau, U. S. Department of Commerce, Frozen carryover from "Cold Storage Report," AMS, USDA. Frozen pack from National Association of Frozen Food Packers.

SNAP BEANS FOR PROCESSING

Trend in Production by Regions



*NOT REPORTED BY REGION, ALABAMA, IDAHO, ILLINOIS, IOWA, KENTUCKY, MINNESOTA, NEBRASKA, NEW HAMPSHIRE, NEW MEXICO, OHIO, VERMONT, AND WYOMING; AND GEORGIA SINCE 1955, INDIANA SINCE 1939, MISSISSIPPI SINCE 1956, MISSOURI SINCE 1955, NEW JERSEY SINCE 1949, AND UTAH SINCE 1957.

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8074-60 (9)

AGRICULTURAL MARKETING SERVICE

During the last 20 years important shifts occurred in the geographic pattern of production of snap beans for processing. Total production increased about 3.5 times from 1935-38 to 1955-58. Acreage expanded rapidly during World War II, declined sharply in the immediate post-war years, then expanded again during the 1950's. Average yield in all areas, together with the rapid expansion of acreage in higher yielding Western States, resulted in a 40 percent increase in yields.

Though tonnage increased sharply in all regions, the West with more than a five-fold expansion, gained relative to the other regions. By 1955-58 the West had increased its share to 37 percent of the total. The North Atlantic and South Central areas about held their own, at 22 and 10 percent of the total, while the North Central and South Atlantic regions declined in relative importance. Additional information regarding trends by states within each area is available in the October, 1960 issue of the "Vegetable Situation", AMS, U.S.D.A.

1961 Acreage-Marketing Guides
Vegetables for Commercial Processing

Beets

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price :	: Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)
1961 Planted Acreage Guide and Probable Production (acreage 10 percent more than in 1960)					
	16.6	1/ 9.72	153.6		
<u>Background Statistics</u>					
1960 Prel.	15.1	14.5	9.5	137.7	20.20 2,777
1959	13.8	13.5	10.6	143.2	18.40 2,640
1958	16.9	16.2	9.5	153.2	17.70 2,715
1957	18.6	17.2	9.5	163.6	19.11 3,127
1956	22.2	20.7	9.5	196.9	19.20 3,782
1/ 1956-60 average yield.					

Comparisons and Comments: Slow but steady improvement has characterized the canned beet supply position over the past four seasons. A surplus was created in 1956 by an unusually large pack. Each succeeding year witnessed moderate packs and high disappearance rates. This combination resulted in a balanced supply situation by the middle of the 1959-60 marketing season. Current indications are that supplies available for the 1960-61 season are moderate, and it is likely a stable market will prevail. Planted acreage in 1960 was 9 percent above the very low level in 1959 but 21 percent below the 1949-58 average. Compared with 1959, all major states increased their acreage. Growing conditions were fair in New York but the midwestern crops had too much moisture for optimum development. In the Northwest, dry weather was a limiting factor. Yields in all states were below the high levels of 1959 but were about equal to the 1949-58 average. The lower yields offset the acreage increases and production was down 4 percent from 1959.

A well-balanced supply of canned beets is indicated for the 1960-61 marketing season. The 1960 pack is likely to be somewhat smaller than in 1959. In addition, the carryover into the 1960 season was down moderately from a year earlier, amounting to 2.8 million cases (basis 24/303's) compared with 3.2 million cases in 1959. Indicated total supplies for the 1960-61 season are well below the burdensome levels of recent years, and appear to be in line with market requirements.

The movement of canned beets in recent years has held at high levels. Abundant stocks and relatively low prices were important factors in this rapid rate of disappearance. With smaller stocks on hand for the current season, canners are in a better bargaining position and prices probably will average higher. However, supplies are sufficient to meet all needs and total disappearance

is expected to be large. The carryover into the 1961 packing season likely will be smaller than in 1960.

Market demands for canned beets have expanded gradually over the past decade, reflecting a shift in consumer preference from the fresh to the processed product. Further gains are likely. Since the carryover into the 1961 packing season is expected to be at minimum levels, a larger pack would be desirable in 1961 to satisfy requirements. In developing acreage plans for 1961, full weight should be given to the probability of relatively high yields. Even though growing conditions were adverse in 1960, the average yield was 7 percent above the 1949-58 average.

1961 Guide: The 1961 guide is a planted acreage 10 percent more than in 1960. Such an acreage, with normal abandonment of 5 percent and a 1956-60 average yield, will result in a production 12 percent more than in 1960. The resulting 1961-62 supplies from such a production would be moderately larger than in 1960-61 but below the burdensome levels of earlier years.

Supply and Disappearance of Processed Beets

Commodity	Marketing Season				
	: 1956-57	: 1957-58	: 1958-59	: 1959-60	: 1960-61
<u>Million cases basis 24/303's</u>					
<u>Canned Beets</u>					
Carryover	2.9	4.6	4.9	4.6	4.0
Pack	11.8	10.2	9.6	9.6	N.A.
Total Supply	14.7	14.8	14.5	14.2	N.A.
Disappearance	10.1	9.9	9.9	10.2	N.A.
Carryover	4.6	4.9	4.6	4.0	N.A.

N.A. - Not available.

Canned pack and canners' carryover data from National Cannery Association. Distributors' canned stocks included in canned carryover and total supply from Census Bureau, U. S. Department of Commerce.

1961 Acreage-Marketing Guides
Vegetables for Commercial Processing

Cabbage - Early Fall
(Fresh Market and Processing)

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
(L.I.), New York (Other), New Jersey, Pennsylvania, Ohio, Michigan,
Idaho, Wisconsin, Minnesota, Utah and Oregon)

Year	: Acreage : :Planted:For Harvest: (acres)	: Yield : :Per Acre : (cwt.)	: : :Production: (1,000 cwt.)	: : :Price : (\$ per cwt.)	: : :Value : (\$1,000)
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1961 Acreage Guide and
Probable Production

(planted acreage 5 percent less
than 1960)

36,800

1/ 246

8,691

Background Statistics

1960 Prel.	38,740	37,710	246	9,285	1.42	13,089
1959	37,790	35,330	216	7,614	2.34	17,809
1949-58 Average	43,766	42,240	233	9,837	1.35	12,732

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 34 in 1949, 2,246 in 1950, 200 in 1951,
84 in 1954, 600 in 1956, and 435 in 1958.

Comparisons and Comments: Following a year of relatively light supplies and high prices, acreage of early fall cabbage for fresh market and processing was increased 3 percent in 1960. Processors acquire the bulk of their raw stock from the early fall crop, and the low processor inventory during the 1959-60 marketing season added incentive for the acreage increase. In spite of dry weather which reduced the prospects of the New York crop, yields were considerably above the low levels of 1959 in all major processing areas. Total early fall production turned out 22 percent higher than in 1959. An expanded contracted acreage and low open market prices prompted a large kraut pack in 1960.

The small 1959 pack and consequent light total supply resulted in sharply improved kraut prices during the 1959-60 marketing season. As a result, movement was curtailed and total disappearance was relatively low. In spite of the lighter movement, carryover into the 1960 packing season was below average. On the basis of published production information and recorded cuttings during the latter half of 1960, it is estimated that the 1960-61 pack will substantially exceed that of the preceding season. Such a pack would more than offset the light carryover. With a moderate disappearance during the 1960-61 marketing season, carryover into the following packing year will be well above that in 1960. These circumstances indicate a reduction of processor requirements

in 1961. A smaller acreage in 1961 would provide ample supplies for fresh market and processing outlets.

1961 Guide: The 1961 guide for early fall cabbage for fresh market and kraut is a planted acreage 5 percent less than in 1960. Such an acreage, with a normal abandonment of 4 percent and a 1954-58 average yield will result in a production 6 percent smaller than in 1960.

Supply and Disappearance of Sauerkraut

Commodity	Marketing Season				
	: 1956-57	: 1957-58	: 1958-59	: 1959-60	: 1960-61
<u>Million cases basis 24/303's</u>					
<u>Sauerkraut</u>					
Carryover	2.7	5.4	4.6	4.8	2.8
Cuttings	12.4	8.8	10.5	7.2	N.A.
Total Supply	15.1	14.2	15.1	12.0	N.A.
Disappearance	9.7	9.6	10.3	9.2	N.A.
Carryover	5.4	4.6	4.8	2.8	N.A.

N.A. - Not available

Canners' carryover and cuttings data from National Kraut Packers Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau, U. S. Department of Commerce.

1961 Acreage-Marketing Guides
Vegetables for Commercial Processing

Sweet Corn

Year	Acreage		Yield	Production		Price	Value
	:Planted:	For Harvest:	Per Acre	:Production:	Price	:	:
	(1,000 acres)		(tons)	(1,000 tons)	(\$ per ton)		(\$1,000)

1961 Planted Acreage Guide
and Probable Production

Canning (acreage 8 percent more than in 1960)	380.3		1/ 3.57	1,289.8			
Freezing (acreage 5 percent less than in 1960)	74.5		1/ 3.90	278.8			
Total	454.8		3.63	1,568.6			

Background Statistics

Canning

1960 Prel.	352.1	335.5	3.31	1,109.3	18.60	20,640
1959	382.1	355.0	3.78	1,340.4	18.50	24,824
1958	344.0	329.6	3.32	1,094.9	18.30	19,993
1957	397.7	377.9	3.38	1,278.3	19.50	24,891
1956	411.4	384.8	3.79	1,458.8	19.90	28,969

Freezing

1960 Prel.	78.4	76.1	3.69	281.2	21.80	6,119
1959	68.1	63.6	3.80	241.8	22.40	5,425
1958	60.6	58.4	4.02	235.0	21.00	4,946
1957	66.4	64.0	3.85	246.2	22.20	5,467
1956	67.0	64.2	3.91	251.2	23.10	5,791

Total

1960 Prel.	430.5	411.6	3.38	1,390.5	19.20	26,759
1959	450.2	418.6	3.78	1,582.2	19.10	30,249
1958	404.6	388.0	3.43	1,329.9	18.80	24,939
1957	464.1	441.9	3.45	1,524.5	19.90	30,358
1956	478.4	449.0	3.81	1,710.0	20.30	34,760

1/ 1956-59 average yield.

Comparisons and Comments: In three of the past six marketing years (1956-57, 1957-58 and 1959-60) production of sweet corn for canning was excessive and sweet corn processors were burdened with canned stocks larger than the market would readily absorb at profitable prices. This marketing year, 1960-61, however, similar to the 1955-56 and 1958-59 marketing years, production for canning was moderate and canned stocks currently are in close balance with market needs. So far, 1960-61 wholesale prices show material improvement compared with the depressed levels of a year earlier. Although the 1960

production of sweet corn for freezing was a record, disappearance has been high and current stocks of frozen are at a moderate level.

The acreage harvested in 1960 totaled 2 percent less than in 1959 but 6 percent more than in 1958. Acreage for canning was reduced almost 6 percent; but acreage for freezing was increased 20 percent. As compared with 1959, all eastern and midwestern states except Illinois and Michigan had smaller acreages in 1960. Changes in acreage in Wisconsin and Minnesota were almost offsetting. In Oregon and Washington, acreage was increased substantially, but in Idaho, was virtually unchanged. The three western states produce more than half of the sweet corn for freezing.

Average yield per acre was 10 percent below 1959 and was the lowest since 1955. In eastern and western states, yield per acre was relatively high. Relatively low yields were obtained in Wisconsin and Minnesota, the leading states in acreage. In both states, cold, wet spring weather slowed crop development. The 1960 total production was 12 percent below 1959 but 5 percent above 1958. Production for canning was down 17 percent, but that for freezing was up 16 percent. Prices received by growers averaged slightly above 1959 but moderately below average.

Canned Sweet Corn: The 1960 pack was 35.3 million cases, basis 24/303s, 14 percent less than the 1959 pack but almost equal to the 1957-58 average. Canned carryover, including distributors' stocks, on August 1, 1960 totaled 6.6 million cases, moderately higher than a year earlier, but well below the 1957-58 average. At the start of the 1960-61 marketing season, total supply was almost 42 million cases, about 5 million less than a year earlier.

In the 1959-60 marketing season, disappearance of canned supplies was a record 40.5 million cases, almost 13 percent above that of a year earlier and 8 percent above the 1955-58 average. Replenishment of inventories and low prices helped to stimulate 1959-60 sales. From August 1 to December 1, 1960, disappearance of canned corn amounted to 16.9 million cases, 7 percent less than in the corresponding period of 1959, but slightly more than in 1958. Total disappearance in the 1960-61 season is expected to total slightly to moderately below 1959-60. However, carryover is expected to be moderate and well below that as of August 1, 1960.

1961 Guide-Canning: The 1960 guide for corn for canning is a planted acreage 8 percent more than in 1959. Such an acreage with an abandonment of 5 percent and 1956-59 average yield will result in a production 16 percent more than in 1960 but 4 percent less than in 1959.

Frozen Sweet Corn: The 1960 production of frozen cut corn amounted to a record of 130.9 million pounds, according to a preliminary survey of the National Association of Frozen Food Packers. The pack of corn-on-cob has not yet been reported. Frozen stocks at the beginning of the 1960-61 season were 18.4 million pounds, the smallest since 1956. The record 1960 pack more than offset this low carryover and total supply available for the 1960-61 season was 5 percent above a year earlier. The disappearance is expected

to be maintained at a high rate during the 1960-61 marketing year and carry-over into the 1961 packing season is likely to be moderate. A moderate cut in acreage is recommended in 1961. However, with a return to average yields, the resulting 1961 production would be only slightly less than in 1960.

1961 Guide-Freezing: The 1961 guide is a planted acreage 5 percent less than in 1960. Such an acreage with an abandonment of 4 percent and a 1956-59 average yield will result in a 1961 production slightly below 1960 but 15 percent more than in 1959.

Supply and Disappearance of Processed Corn

Commodity	Marketing Season				
	: 1956-57	: 1957-58	: 1958-59	: 1959-60	: 1960-61
<u>Million cases basis 24/303's</u>					
<u>Canned Sweet Corn</u>					
Carryover	5.5	9.3	8.9	5.9	6.6
Pack	43.5	38.4	33.0	41.2	35.3
Total Supply	49.0	47.7	41.9	47.1	41.9
Disappearance	39.7	38.8	36.0	40.5	N.A.
Carryover	9.3	8.9	5.9	6.6	N.A.
<u>Frozen Sweet Corn</u>					
			<u>Million pounds</u>		
Carryover	17.0	24.6	26.1	21.0	18.4
Pack	138.6	126.6	121.4	130.9	1/
Total Supply	155.6	151.2	147.5	151.9	N.A.
Disappearance	131.0	125.1	126.5	133.5	N.A.
Carryover	24.6	26.1	21.0	18.4	N.A.

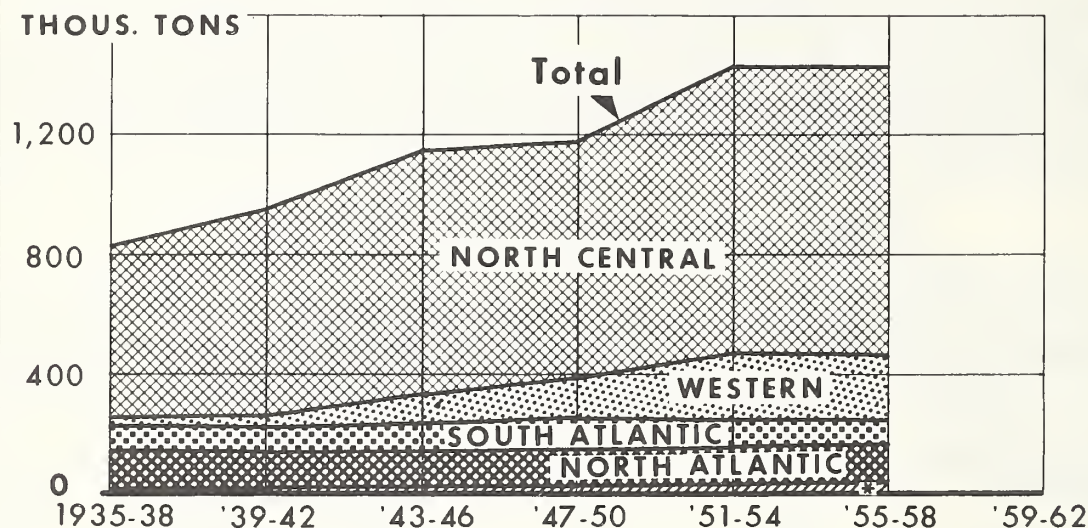
N.A. - Not available.

1/ Frozen cut corn pack reported as 130.9 million pounds compared with 121.0 million in 1959.

Canned pack and canners carryover data from National Canners Association. Distributors' canned stocks included in canned carryover and total supply, from Census Bureau, U. S. Department of Commerce. Frozen pack from National Association of Frozen Food Packers. Frozen carryover from "Cold Storage Report", AMS, USDA.

SWEET CORN FOR PROCESSING

Trend in Production by Regions Δ



Δ ANNUAL AVERAGES FOR YEARS SHOWN.

* NOT REPORTED BY REGION - ARKANSAS, CALIFORNIA, COLORADO, KANSAS, KENTUCKY, LOUISIANA, MISSOURI, MONTANA, NEW JERSEY, OKLAHOMA, SOUTH DAKOTA, TENNESSEE, TEXAS, WYOMING; MICHIGAN, NEBRASKA, AND VIRGINIA SINCE 1949; NEW HAMPSHIRE, UTAH, AND VERMONT SINCE 1957.

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8327-60 (12) AGRICULTURAL MARKETING SERVICE

Acres of sweet corn for processing was only moderately larger in 1955-58 than in 1935-38, but average yield per acre was up about 60 percent. Total production over the period increased about 70 percent, from 832,000 tons to 1.4 million tons. However, the eastern part of the country did not share in the expansion.

The North Central region increased its tonnage sharply, and retained its dominant position in the industry with about two-thirds of the total national production. Other areas, however, experienced significant changes in relative importance. Production in the West expanded sharply from 18,000 to 212,000 tons, and gained in relative importance from about 2 to 15 percent of the total. About the same tonnage was produced in the South Atlantic region in 1955-58 as in the earlier period, but the regional share of the national total declined from 10 to 6 percent. Production in the North Atlantic region declined about a sixth, with a decline in relative importance from 16 to 8 percent of the U. S. total.

1961 Acreage-Marketing Guides
Vegetables for Commercial Processing

Cucumbers

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: Production: Price : Value (1,000 bu.)(\$ per (\$1,000 bu.)
	(1,000 acres)	(bushels)	(1,000 bu.)
1961 Planted Acreage Guide and Probable Production (acreage equal to 1960)			
	103.4	1/ 137	13,316
Background Statistics			
1960 Prel.	103.4	96.8	146 14,182 1.31 18,609
1959	109.6	101.5	139 14,127 1.22 17,238
1958	126.1	119.4	125 14,868 1.28 19,006
1957	137.9	129.3	119 15,409 1.30 19,981
1956	123.3	116.0	116 13,465 1.32 17,793
1/ 1958-60 average yield.			

Comparisons and Comments: The quantity of pickles in storage during the 1959-60 season was slightly less than in 1958-59 but still relatively large. This caused continued pressure on prices; list prices for many types were lower in the 1959-60 period than a year earlier. Moves to reduce production in many states in 1960 were only partially successful. Favorable growing conditions resulted in exceptionally high yields in most production areas of the country. Although planted acreage was 6 percent less than in 1959, average yield was increased by 5 percent (establishing a new record high) and total production was about equal to that in 1959. Reports received by the USDA indicated that bulk holdings of cucumbers for pickles on October 1, 1960, were a little less than in 1959. Smaller inventories from crops in previous years and from the 1960 crop both contributed to the reduction in total supply for the 1960-61 marketing season. The movement of pickles has held at a high and relatively stable level during the past three seasons. A continued high rate of movement is likely in the current marketing period. While the carry-over into the 1961 packing season will be less than in recent years, production requirements in 1961 probably will be a little smaller than they were in 1960. This moderate adjustment would be achieved without a change in acreage if yields are near the average of recent years.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with normal abandonment of 6 percent and a 1958-60 average yield, will result in a production 6 percent below 1960.

1961 Acreage-Marketing Guides
Vegetables for Commercial Processing

Peas

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price :	: Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)

1961 Planted Acreage Guide
and Probable Production

Canning (acreage 10 percent more than 1960)	247.4	1/ 1.308	307.4		
Freezing (acreage 10 percent more than 1960)	138.3	2/ 1.374	180.5		
Total	385.7		487.9		

Background Statistics

Canning

1960 Prel.	224.9	214.1	1.321	282.8	87.20	24,661
1959	233.8	227.2	1.332	302.7	86.60	26,223
1958	286.5	274.4	1.270	348.3	88.30	30,754
1957	349.8	328.4	1.212	398.1	88.80	35,362
1956	340.6	324.8	1.065	345.9	89.80	31,065

Freezing

1960 Prel.	125.7	120.9	1.264	152.8	84.20	12,866
1959	127.6	119.5	1.426	170.5	90.10	15,369
1958	109.9	104.0	1.322	137.5	88.30	12,146
1957	134.7	126.1	1.266	159.6	91.20	14,556
1956	159.7	149.2	1.335	199.5	97.10	19,363

Total

1960 Prel.	350.6	335.0	1.300	435.6	86.20	37,527
1959	361.4	346.7	1.365	473.2	87.90	41,592
1958	396.4	378.4	1.284	485.8	88.30	42,900
1957	484.5	454.5	1.227	557.7	89.50	49,918
1956	500.3	474.0	1.150	545.4	92.50	50,428

1/ 1958-60 average yield.

2/ 1958-59 average yield.

Comparisons and Comments: The production of peas for processing in 1960 was the smallest since the mid-1950's. The small crop resulted from sharp reductions in the acreage planted for canning and relatively low yields on the acreage for freezing.

For several years, canners have been burdened with heavy supplies. In efforts to achieve some market balance, acreages were steadily reduced. But favorable weather and improved production techniques thwarted these efforts through

offsetting gains in yields. By 1960, the acreage for canning had dropped to the lowest level since the early 1930's. Growing conditions varied considerably by region during the 1960 season. Yields in the Northwest were below normal because of repeated cold spells. In the important midwestern areas, cold weather caused some delay in planting and slowed early development of the crop. Most of this delay was overcome as the season progressed and excellent yields were obtained. For the country, the average yield was second only to the record-high in 1959. Production for canning was 7 percent less than in 1959 and 16 percent below the 1949-58 average.

Largely in response to strong markets, freezers planned a substantial acreage increase in 1960. Early reports indicated an expansion of 10 percent over 1959 in total plantings. But because of adverse weather in the major production areas, actual plantings were slightly less than in 1959. A cold and wet season delayed crops in most of the northwestern states. Also, yields were reduced sharply, particularly in Idaho and Oregon. Total production for freezing was 10 percent less than in 1959 but 19 percent more than the 1949-58 average.

Canned Peas

A balanced market prevails for canned peas. After struggling for several years with excessive stocks and depressed prices, canners finally were able in 1960 to reduce their supplies to manageable levels. The carryover into the 1960 packing season was large. But this was more than offset by the small pack. Total supplies available for marketing during the 1960-61 season were 39.2 million cases basis 24/303's, the lowest level since 1955. This level is sufficient to supply the current consumer demand at moderate prices.

The total seasonal utilization of canned peas has displayed no significant trend over the past decade, ranging between 32 and 35 million cases annually. Utilization during the past few years has been at the upper end of the range. But this to a large degree reflects unusually low prices relative to many other commodities and also intensive promotional activity. Prices during the first half of the current season have averaged substantially above a year earlier. This has served to reduce the movement. Through January 1, 1961 shipments by canners totaled 18.9 million cases basis 24/303's compared with 21.3 million cases during the same period a year earlier. It is likely the total movement for the 1960-61 season will be slightly below that in 1959-60. Even so, the carryover into the 1961 packing season will be substantially below that in 1960. The near-future market needs for canned peas are expected to approximate current levels. To assure adequate supplies for this market, it will be desirable for the 1961 pack to be somewhat larger than in 1960. Considering the high yields being obtained, even with less than optimum weather, only a moderate acreage increase in 1961 would suffice.

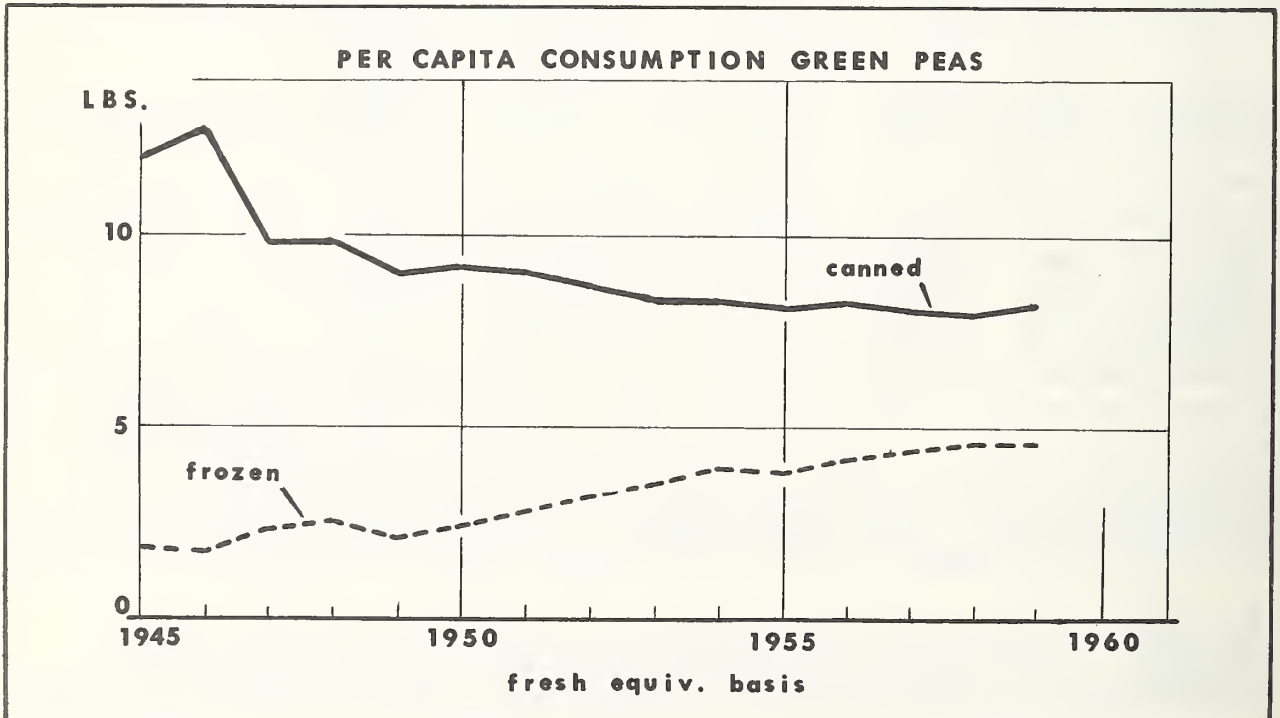
1961 Guide - Canning: The 1961 guide is a planted acreage 10 percent more than 1960. Such an acreage, with a normal abandonment of 5 percent and a 1958-60 average yield, will result in a production 9 percent more than in 1960.

Frozen Peas

A steadily increasing consumption rate has created a strong market situation for frozen peas. The supply of frozen peas available for the 1959-60 marketing season was 390 million pounds, the third largest of record. Only a few years earlier, such a supply would have had a severe depressing effect on the market. But increasing per capita use and population growth has expanded the demand. Utilization during the 1959-60 season hit a new peak. By the end of the season the carryover was down to moderate levels, slightly below a year earlier. With both the beginning carryover and pack below 1959, total supplies available for the 1960-61 marketing season were 5 percent smaller than in 1959-60.

Disappearance during the current season has held at record levels. Through December 31, 1960, the disappearance amounted to 199 million pounds. This compares with 186 million pounds during the same period last season. It is possible the rate of movement during the last portion of the season may decline due to a tight supply situation. But for the season, total disappearance will approach that of 1959-60. The carryover into the 1961 packing season will be very light. To meet the likely high market needs in 1961-62, a larger frozen pack will be desirable in 1961.

1961 Guide - Freezing: The 1961 guide is a planted acreage 10 percent more than in 1960. Such an acreage with a normal abandonment of 5 percent and a 1958-59 average yield, will result in a production 18 percent more than in 1960.



Supply and Disappearance of Processed Green Peas

Commodity	Marketing Season				
	:	1956-57	; 1957-58	: 1958-59	: 1959-60 : 1960-61
<u>Million cases basis 24/303's</u>					
<u>Canned Green Peas</u>					
Carryover	5.5	7.4	13.3	14.7	10.5
Pack	35.7	41.3	36.0	31.3	28.7
Total Supply	41.2	48.7	49.3	46.0	39.2
Disappearance	33.8	35.4	34.6	35.5	N.A.
Carryover	7.4	13.3	14.7	10.5	N.A.
<u>Million pounds</u>					
<u>Frozen Green Peas</u>					
Carryover	49.3	118.3	116.9	84.5	77.8
Pack	359.7	295.8	251.9	305.0	294.1
Total Supply	409.0	414.1	368.8	389.5	371.9
Disappearance	290.0	297.2	284.3	311.7	N.A.
Carryover	118.3	116.9	84.5	77.8	N.A.

N. A. - Not available.

Canned pack and canners' carryover data from National Cannery Association. Distributors' canned stocks, included in canned carryover and total supply, from Census Bureau, U. S. Department of Commerce. Frozen carryover from "Cold Storage Report," AMS, USDA. Frozen pack from National Association of Frozen Food Packers.

1961 Acreage-Marketing Guides
Vegetables for Commercial Processing

Spinach

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)

1961 Planted Acreage Guide
and Probable Production

(planted acreage 5 percent less
than 1960)

35.1

1/ 4.3

128.3

Background Statistics

1960 Prel.	37.0	33.4	4.4	145.8	36.30	5,297
1959	39.7	33.1	4.5	147.7	37.40	5,521
1958	37.8	30.5	4.0	121.7	41.20	5,008
1957	41.5	32.9	4.2	139.9	37.90	5,300
1956	38.5	33.3	4.2	138.5	39.40	5,457

1/ 1956-60 average yield.

Comparisons and Comments: Total 1960 plantings of spinach for processing were moderately smaller than in 1959, with most states making slight reductions. But growing conditions were excellent, and the crop was only 1 percent less than in 1959 and 17 percent above the 1949-58 average. Acreage losses were less than usual and yields were above average in almost all areas. The late spring states were the only ones encountering significant difficulty. The main problem was delayed planting because of unusually cold spring weather. However, much of the delay was overcome and good yields were obtained. Spinach yields have been rising steadily and the average for all states in 1960 was second only to the record-high in 1959.

Large supplies of canned and frozen spinach were available during the 1960-61 marketing season. But supplies of competing processed vegetables were only moderate, which helped avoid a severely depressed market. Still, supplies were in excess of normal needs.

Canned Spinach

The spring pack of canned spinach usually accounts for three-fourths of the annual total. In 1960, this pack was down nearly 15 percent from 1959. But the decline was offset by a heavy carryover. Holdings on March 1, 1960, were the largest of record and were nearly a third above the low level of a year earlier. In total, canned supplies in 1960-61 were about equal to the previous season.

Through January 1, 1961, shipments by canners were at a high rate. It is likely, however, that the March 1 carryover will be close to that of last year. A 1961 canned pack moderately smaller than in 1960 would improve

prospects for a profitable season in 1961-62.

Frozen Spinach

The combination of a large carryover and a large pack resulted in record supplies of frozen spinach being available during the 1960-61 marketing season. Carryover into the 1960 packing season was nearly 44 percent above the low level in 1959 and 13 percent above the 1956-58 average. Freezers in 1960 put up a spring pack of 88.2 million pounds, second only to the record in 1959. Although supplies were heavy, generally stable market conditions prevailed. Stocks of all of the more important frozen vegetables were smaller than a year earlier, which helped bolster the market for frozen spinach.

The disappearance of frozen spinach during the 1959-60 season reached a new high of 113 million pounds. And on the basis of the current high rate of movement, the total for the 1960-61 season probably will approach this level. Even so, the carryover into the 1961 packing season will be much above normal. A reduction in the size of the 1961 pack would provide ample supplies for the 1961-62 season.

1961 Guide: The 1961 guide is a planted acreage 5 percent less than in 1960. Such an acreage, with a normal abandonment of 15 percent and a 1956-60 average yield, will result in a production 12 percent less than in 1960.

Supply and Disappearance of Processed Spinach

Commodity	Marketing Season				
	: 1956-57	: 1957-58	: 1958-59	: 1959-60	: 1960-61
<u>Million cases basis 24/303's</u>					
<u>Canned Spinach</u>					
Carryover	2.3	2.8	2.9	2.1	3.2
Pack	7.8	7.7	6.4	8.7	N.A.
Total Supply	10.1	10.5	9.3	10.8	N.A.
Disappearance	7.3	7.6	7.2	7.6	N.A.
Carryover	2.8	2.9	2.1	3.2	N.A.
<u>Million Pounds</u>					
<u>Frozen Spinach</u>					
Carryover	23.4	26.6	24.8	19.5	28.1
Pack	104.5	102.1	97.5	121.9	N.A.
Total Supply	127.9	128.7	122.3	141.4	N.A.
Disappearance	101.3	103.9	102.8	113.3	N.A.
Carryover	26.6	24.8	19.5	28.1	N.A.

N.A. - Not Available.

1961 Acreage-Marketing Guides
Vegetables for Commercial Processing

Tomatoes

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per (\$1,000 ton)

1961 Planted Acreage Guide
and Probable Production

(planted acreage 5 percent more
than 1960)

300.1

1/ 12.5 3,676.2

Background Statistics

1960 Prel.	285.8	282.8	14.2	4,013.5	25.80	10,350
1959	295.5	292.1	12.0	3,508.8	24.40	85,746
1958	360.6	345.8	12.4	4,287.4	25.40	109,055
1957	313.4	305.0	10.9	3,314.5	25.20	83,570
1956	359.4	354.9	13.1	4,638.3	25.70	119,022

1/ 1956-60 average yield.

Comparisons and Comments: A moderate decrease in acreage was more than offset by a record high yield, resulting in a production 14 percent more than 1959. This was the fourth largest crop on record. The largest increase in plantings occurred in New Jersey and California, with smaller increases in Indiana, Iowa, and South Carolina. These increases were outweighed by decreases in the remaining major producing states. Rains and cool weather delayed planting and retarded early season growth in the East and Midwest. High yields were obtained throughout the country, however, as late season growing conditions were generally favorable in all areas.

In California, a moderate increase in acreage and yield per acre resulted in a production an eighth larger than 1959. This production accounted for 56 percent of the total U. S. production. High temperatures late in the growing season pushed growth of plants. However, this heat damaged the important first bloom, contributing to disappointing yields from the first picking of early fields. The crop was generally two weeks behind a year ago, with movement to processors peaking the third week of September.

Peeled Tomatoes

The tomato pack of 31.0 million cases (basis 24/303's) was moderately larger than a year ago. Combined with a moderate carryover, the total supply of 38.3 million cases for the 1960-61 marketing season is 6 percent smaller than the past season. This supply appears to be slightly smaller than the quantity the market will take at moderate prices. Even with a reduced movement, the carryover into the 1961-62 season will be relatively light. Increases in the 1960 pack include the Northeast 54 percent, Mid-Atlantic 7 percent, Midwest

16 percent, and the West 8 percent; the Southern pack was down 20 percent. Going into early 1961, the market is strong and further moderate price increases appear likely. Per capita consumption has held steady at about 4.6 pounds in recent years, with the slow increase in total consumption attributed to population increases. A moderately larger pack will be necessary in 1961 to bring canned supplies in balance with market requirements.

Tomato Products

A relatively heavy carryover and a pack of 40.3 million cases (basis 24/303's) has resulted in a total supply of tomato juice for the 1960-61 marketing season that is slightly heavier than required. With disappearance likely to continue at a level near recent years, the carryover into the 1961 pack season should be moderately smaller than the carryover into the current season. A moderately smaller pack in 1961 would about balance supplies with market needs. Prices into early winter are firm and moderately above a year ago in the East and Midwest, while prices in California are substantially higher. In view of the size of total supplies, any future price increase is likely to be of moderate proportions.

Disappearance during the 1959-60 season was at a high rate for all products except puree--total consumption of catsup and tomato sauce was record high. A record high pack of catsup and a heavy pack of tomato sauce offset moderate carryovers, resulting in heavy supplies of these items for this season. Paste, puree, and chili sauce stocks are about in balance with expected demand during the current season as a result of moderate packs and carryover stocks.

Total supply of all canned tomatoes and products for the 1960-61 season about equals last season, which is slightly heavier than desired. With higher prices this season likely to hold total consumption below last year's record level, carryover stocks into next season are expected to be larger than this year. Therefore, a 1961 aggregate pack a little smaller than 1960 appears desirable, with an increased pack of peeled tomatoes, paste, and puree offset by smaller packs of juice, catsup, tomato sauce, and chili sauce.

1961 Guide: The 1961 guide is a planted acreage 5 percent more than 1960. Such an acreage, with normal abandonment and 1956-60 average yields, will result in a production 8 percent less than 1960.

Supply and Disappearance of Processed Tomatoes and
Selected Tomato Products

Commodity	Marketing Season				
	: 1956-57	: 1957-58	: 1958-59	: 1959-60	: 1960-61
<u>Million cases basis 24/303's</u>					
<u>Canned Tomatoes</u>					
Carryover	6.7	10.2	6.5	11.5	7.3
Pack	36.5	26.4	37.2	29.4	31.0
Total Supply	43.2	36.6	43.7	40.9	38.3
Disappearance	33.0	30.1	32.2	33.6	N.A.
Carryover	10.2	6.5	11.5	7.3	N.A.
<u>Tomato Juice</u>					
Carryover	5.7	15.4	14.3	16.5	13.4
Pack	53.1	39.8	45.0	38.0	40.3
Total Supply	58.8	55.2	59.3	54.4	53.7
Disappearance	43.4	40.9	42.9	41.0	N.A.
Carryover	15.4	14.3	16.5	13.4	N.A.
<u>Catsup and Chili Sauce</u>					
Carryover	4.2	9.5	8.5	10.3	7.1
Pack	30.1	22.2	25.7	23.5	30.0
Total Supply	34.3	31.7	34.2	33.8	37.1
Disappearance	24.8	23.2	23.9	26.7	N.A.
Carryover	9.5	8.5	10.3	7.1	N.A.

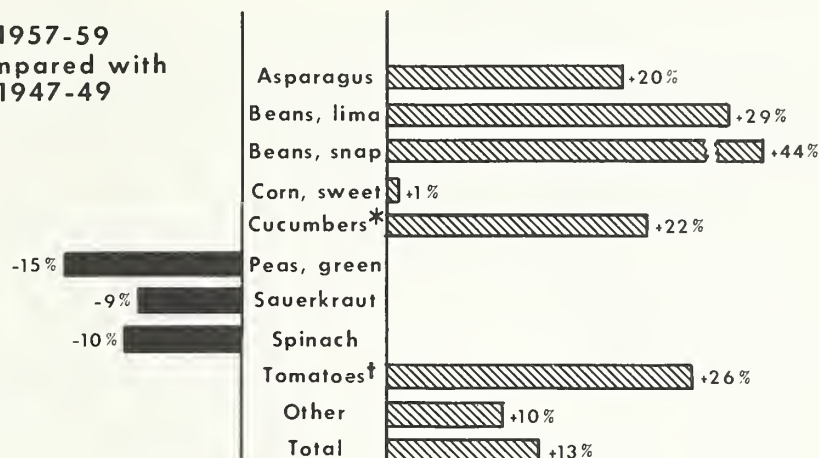
N.A. - Not available.

Canned packs and canners' carryover data from National Canners Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau, U. S. Department of Commerce.

CANNED VEGETABLES

Change in Per Capita Consumption

1957-59
Compared with
1947-49



*CUCUMBER PICKLES

†TOMATOES AND TOMATO PRODUCTS

U. S. DEPARTMENT OF AGRICULTURE

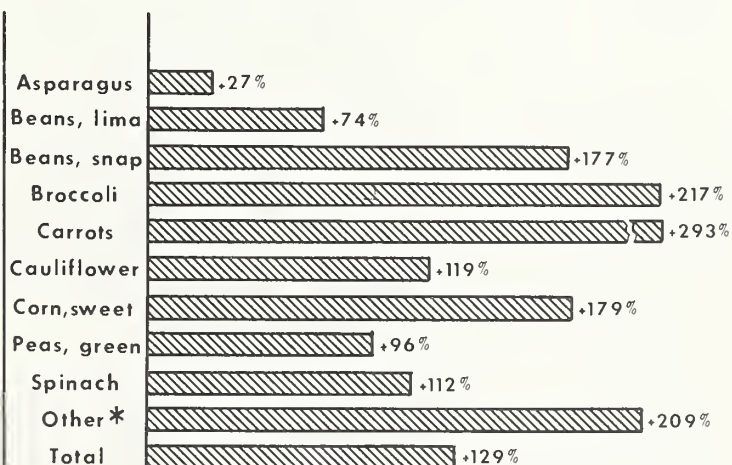
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AGRICULTURAL MARKETING SERVICE

FROZEN VEGETABLES

Change in Per Capita Consumption

1957-59
Compared with
1947-49



*EXCLUDES FROZEN POTATOES WHICH, DURING THE PERIOD, INCREASED FROM 0.04 POUND PER PERSON TO 1.58 POUNDS

U. S. DEPARTMENT OF AGRICULTURE

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